

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, persepsi harga dan citra merek terhadap minat beli ulang Commuter Line Jabodetabek. Populasi dalam penelitian ini yaitu konsumen yang menggunakan Commuter Line Jabodetabek dan sudah melakukan transaksi pembelian minimal 2 kali. Sampel yang digunakan yaitu sebanyak 160 konsumen, dihitung menggunakan rumus Hair. Metode penarikan sampel menggunakan purposive sampling. Metode pengumpulan data menggunakan metode survei, dengan instrumen penelitian kuesioner g-form. Metode analisis data menggunakan Partial Least Square. Penelitian ini membuktikan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli ulang. Persepsi harga berpengaruh positif dan signifikan terhadap minat beli ulang. Dan citra merek berpengaruh positif dan signifikan terhadap minat beli ulang.

Kata Kunci: Kualitas Pelayanan, Persepsi Harga, Citra Merek, Minat Beli Ulang, Commuter Line Jabodetabek



ABSTRACT

This study aims to analyze the effect of service quality, price perception and brand image on repurchase intention. The population in this study are consumers who used the Commuter Line Jabodetabek and have made a purchase transaction at least twice. The sample used is 160 consumers, calculated using the Hair formula. Sampling method using purposive sampling. The data collection method uses a survey method, with a g-form questionnaire research instrument. The methods of data analysis using Partial Least Square. This study proves that the service quality has a positive and significant effect on repurchase intention. Price perception has a positive and significant effect on repurchase intention. And brand image has a positive and significant effect on repurchase intention.

Keywords: Service Quality, Price Perception, Brand Image, Repurchase Intention, Commuter Line Jabodetabek



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